

# Core Asset Management Strategies Client Brochure

*This brochure provides information about the qualifications and business practices of Core Asset Management Strategies. If you have any questions about the contents of this brochure, please contact us at (949) 675-8889 or by email at: [brian1.esc@adelphia.net](mailto:brian1.esc@adelphia.net). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.*

*Additional information about Core Asset Management Strategies is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Core Asset Management Strategies' CRD number is: 155385*

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*Registration does not imply a certain level of skill or training.*

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## **Item 2: Material Changes**

Core Asset Management Strategies has not yet filed an annual updating amendment. Therefore there are not material changes from an annual updating amendment to report.

## Item 3: Table of Contents

### Table of Contents

Item 2: Material Changes .....	i
Item 3: Table of Contents .....	ii
Item 4: Advisory Business .....	1
A. Description of the Advisory Firm .....	1
B. Types of Advisory Services .....	1
Core Asset Management Strategies (hereinafter “CAMS”) offers the following services to advisory clients: .....	1
Investment Supervisory Services .....	1
Selection of Other Advisors .....	1
Services Limited to Specific Types of Investments .....	2
C. Client Tailored Services and Client Imposed Restrictions .....	2
D. Wrap Fee Programs .....	2
E. Amounts Under Management .....	2
Item 5: Fees and Compensation .....	3
A. Fee Schedule .....	3
Investment Supervisory Services Fees .....	3
Selection of Other Advisors Fees .....	3
B. Payment of Fees .....	4
Payment of Investment Supervisory Fees .....	4
Payment of Selection of Other Supervisor Fees .....	4
C. Clients Are Responsible For Third Party Fees .....	4
D. Prepayment of Fees .....	4
E. Outside Compensation For the Sale of Securities to Clients .....	4
Item 6: Performance-Based Fees and Side-By-Side Management .....	4
Item 7: Types of Clients .....	5
Minimum Account Size .....	5
Item 8: Methods of Analysis, Investment Strategies and Risk, of Investment Loss .....	5
A. Methods of Analysis and Investment Strategies .....	5
Charting analysis .....	5
Fundamental analysis .....	5
Technical analysis .....	5
Cyclical analysis .....	5
B. Material Risks Involved .....	5
C. Risks of Specific Securities Utilized .....	6

Item 9: Disciplinary Information .....	6
Item 10: Other Financial Industry Activities and Affiliations.....	6
A. Registration as a Broker/Dealer or Broker/Dealer Representative .....	6
B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor.....	6
C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests .....	6
D. Selection of Other Advisors or Managers and How This Adviser is Compensated for Those Selections.....	7
Item 11: Code of Ethics, Participation in Transactions, Personal Trading.....	7
A. Code of Ethics .....	7
B. Recommendations Involving Material Financial Interests .....	7
C. Investing Personal Money in the Same Securities as Clients.....	7
D. Trading Securities At/ Around the Same Time as Clients' Securities .....	7
Item 12: Brokerage Practices.....	8
A. Factors Used to Select Custodians and/or Broker/Dealers .....	8
B. Aggregating (Block) Trading for Multiple Client Accounts .....	8
Item 13: Reviews of Accounts .....	8
A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews.....	8
B. Factors That Will Trigger a Non-Periodic Review of Client Accounts .....	8
C. Content and Frequency of Regular Reports Provided to Clients.....	8
Item 14: Client Referrals and Other Compensation .....	9
A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes) 9	
B. Compensation to Non –Advisory Personnel for Client Referrals.....	9
Item 15: Custody .....	9
Item 16: Investment Discretion .....	9
Item 17: Voting Client Securities (Proxy Voting).....	9
Item 18: Financial Information .....	10
A. Balance Sheet .....	10
B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients .....	10
C. Bankruptcy Petitions in Previous Ten Years .....	10

## **Item 4: Advisory Business**

### **A. Description of the Advisory Firm**

This firm has been in business since 10/05/2010, and the principal owner is Brian Stoll

### **B. Types of Advisory Services**

Core Asset Management Strategies (hereinafter "CAMS") offers the following services to advisory clients:

#### ***Investment Supervisory Services***

CAMS offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. CAMS creates an Investment Policy Statement for each client, which outlines the client's current situation (income, tax levels, and risk tolerance levels) and then constructs a plan (the Investment Policy Statement) to aid in the selection of a portfolio that matches each client's specific situation. Investment Supervisory Services include, but are not limited to, the following:

- |                       |                                |
|-----------------------|--------------------------------|
| • Investment strategy | • Personal investment policy   |
| • Asset allocation    | • Asset selection              |
| • Risk tolerance      | • Regular portfolio monitoring |

CAMS evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. CAMS will request discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client.

#### ***Selection of Other Advisors***

CAMS may direct clients to third party money manager, Genworth. CAMS will be compensated via a fee share from the advisors to which it directs those clients. This relationship will be disclosed in each contract between CAMS and each third party advisor. The fees shared will not exceed any limit imposed by any regulatory agency. Before selecting other advisors for clients, CAMS will always ensure those other advisors are properly licensed or registered as investment advisor.

### ***Services Limited to Specific Types of Investments***

CAMS does not limit its investment advice and/or money management to specific types of investments or securities. CAMS may choose to use a variety of securities to help diversify a portfolio when applicable.

### **C. Client Tailored Services and Client Imposed Restrictions**

CAMS offers the same suite of services to all of its clients. However, specific client financial plans and their implementation are dependent upon the client Investment Policy Statement which outlines each client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

Clients may impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs. However, if the restrictions prevent CAMS from properly servicing the client account, or if the restrictions would require CAMS to deviate from its standard suite of services, CAMS reserves the right to end the relationship.

### **D. Wrap Fee Programs**

CAMS does not participate in any wrap fee programs.

### **E. Amounts Under Management**

CAMS is a newly formed investment advisory firm, as such, its current assets under management are not yet reported.

## Item 5: Fees and Compensation

### A. Fee Schedule

#### *Investment Supervisory Services Fees*

Total Assets Under Management	Annual Fee
\$100,000 - \$499,999	2.00%
\$500,000 - \$999,999	□1.50%□
Above \$1,000,000	Negotiable

These fees are negotiable and the final fee schedule is attached as Exhibit II of the Investment Advisory Contract. Fees are paid monthly in advance, and clients may terminate their contracts with three days' written notice. Refunds are given on a prorated basis, based on the number of days remaining in a quarter at the point of termination. Clients may terminate their contracts without penalty, for full refund, within 5 business days of signing the advisory contract. Advisory fees are withdrawn directly from the client's accounts with client written authorization.

#### *Selection of Other Advisors Fees*

CAMS will direct clients to third party money manager, Genworth. This relationship will be disclosed in each contract between CAMS and Genworth. The fees shared will not exceed any limit imposed by any regulatory agency. The fee schedule is as follows:

AUM	CAMS' Fee	Genworth's Fee
All Assets Under Management	0.75%	0.25%

Fees are paid quarterly in advance, and clients may terminate their contracts with ten days' written notice. Refunds are given on a prorated basis, based on the number of days remaining in a quarter at the point of termination.

## **B. Payment of Fees**

### ***Payment of Investment Supervisory Fees***

Advisory fees are withdrawn directly from the client's accounts with client written authorization. Fees are paid monthly in advance.

### ***Payment of Selection of Other Supervisor Fees***

Selection of Other Supervisor fees are withdrawn directly from the client's accounts with client written authorization. Fees are paid quarterly in advance.

## **C. Clients Are Responsible For Third Party Fees**

Clients are responsible for the payment of all third party fees (i.e. custodian fees, mutual fund fees, transaction fee etc.). Those fees are separate and distinct from the fees and expenses charged by CAMS. Please see Item 12 of this brochure regarding broker/custodian.

## **D. Prepayment of Fees**

CAMS collects fees in advance. Fees that are collected in advance will be refunded based on the prorated amount of work completed at the point of termination and the total days during the billing period. Fees will be returned within fourteen days to the client via check.

## **E. Outside Compensation For the Sale of Securities to Clients**

Neither CAMS nor its supervised persons accept any compensation for the sale of securities or other investment products, including asset-based sales charges or services fees from the sale of mutual funds.

## **Item 6: Performance-Based Fees and Side-By-Side Management**

CAMS does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.



## Item 7: Types of Clients

CAMS generally provides investment advice to the following Types of Clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals

### *Minimum Account Size*

There is an account minimum, \$100,000, which may be waived by the investment advisor, based on the needs of the client and the complexity of the situation.

## Item 8: Methods of Analysis, Investment Strategies and Risk, of Investment Loss

### A. Methods of Analysis and Investment Strategies

CAMS's methods of analysis include charting analysis, fundamental analysis, technical analysis, and cyclical analysis.

**Charting analysis** involves the use of patterns in performance charts. CAMS uses this charting technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

**Fundamental analysis** involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

**Technical analysis** involves the analysis of past market data; primarily price and volume.

**Cyclical analysis** involved the analysis of business cycles to find favorable conditions for buying and/or selling a security.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### B. Material Risks Involved

CAMS uses Long Term Trading, Short Term Trading, Short Sales, Margin Transactions, and Options Writing including covered options, uncovered options, or spreading strategies and does not feel that there are any material risks with either method. Frequent trading, when done, can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.

CAMS utilizes investment strategies that are designed to capture market rates of both return and risk. Frequent trading, when done, can affect investment performance, particularly through increased brokerage and other transaction costs and taxes.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### **C. Risks of Specific Securities Utilized**

CAMS generally seeks investment strategies that do not involve significant or unusual risk beyond that of the general domestic and/or international equity markets.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## **Item 9: Disciplinary Information**

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business or the integrity of our management.

## **Item 10: Other Financial Industry Activities and Affiliations**

### **A. Registration as a Broker/Dealer or Broker/Dealer Representative**

Neither CAMS nor its representatives are registered as a broker/dealer or as representatives of a broker/dealer.

### **B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor**

Neither CAMS nor its representatives are registered as a FCM, CPO, or CTA.

### **C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests**

Neither CAMS nor its representatives have any material relationships to this advisory business that would present a possible conflict of interest.

#### **D. Selection of Other Advisors or Managers and How This Adviser is Compensated for Those Selections**

CAMS will direct clients to third-party money manager, Genworth. This relationship will be disclosed in each contract between CAMS and Genworth. The fees shared will not exceed any limit imposed by any regulatory agency. Clients should be aware that these practices involve a possible conflict of interest, as recommending third-party advisors for a portion of the collected fees can conflict with the fiduciary duties of a registered investment adviser. CAMS always acts in the best interest of the client.

### **Item 11: Code of Ethics, Participation in Transactions, Personal Trading**

#### **A. Code of Ethics**

We have a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Clients may request a copy of our Code of Ethics from management.

#### **B. Recommendations Involving Material Financial Interests**

CAMS does not recommend that clients buy or sell any security in which a related person to CAMS has a financial interest.

#### **C. Investing Personal Money in the Same Securities as Clients**

From time to time, representatives of CAMS may buy or sell securities for themselves that they also recommend to clients. CAMS will always document any transactions that could be construed as conflicts of interest and will always transact client business before their own when similar securities are being bought or sold.

#### **D. Trading Securities At/Around the Same Time as Clients' Securities**

From time to time, representatives of CAMS may buy or sell securities for themselves at or around the same time as clients. CAMS will not trade non-mutual fund or non-ETF securities 5 days prior to or 5 days after trading the same security for clients.

## **Item 12: Brokerage Practices**

### **A. Factors Used to Select Custodians and/or Broker/Dealers**

CAMS allows clients to direct brokerage. CAMS may be unable to achieve most favorable execution of client transactions if clients choose to direct brokerage. This may cost clients money because without the ability to direct brokerage CAMS may not be able to aggregate orders to reduce transactions costs resulting in higher brokerage commissions and less favorable prices.

### **B. Aggregating (Block) Trading for Multiple Client Accounts**

CAMS maintains the ability to block trade purchases across accounts. While block trading may benefit clients by purchasing larger blocks in groups, we do not feel that the clients are at a disadvantage due to the best execution practices of our custodian.

## **Item 13: Reviews of Accounts**

### **A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews**

Client accounts are reviewed at least weekly only by Brian Stoll, Managing Member. Brian Stoll is the chief advisor and is instructed to review clients' accounts with regards to their investment policies and risk tolerance levels. All accounts at IA are assigned to this reviewer.

### **B. Factors That Will Trigger a Non-Periodic Review of Client Accounts**

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

### **C. Content and Frequency of Regular Reports Provided to Clients**

Each client will receive a monthly written report detailing the clients account performance, which may come from the custodian.

## **Item 14: Client Referrals and Other Compensation**

### **A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)**

CAMS does not receive any economic benefit, directly or indirectly from any third party for advice rendered to CAMS clients.

### **B. Compensation to Non –Advisory Personnel for Client Referrals**

CAMS does not directly or indirectly compensate any person who is not advisory personnel for client referrals.

## **Item 15: Custody**

CAMS does not take custody of client accounts at any time. Clients will receive account statements from the custodian and should carefully review those statements.

## **Item 16: Investment Discretion**

For those client accounts where CAMS provides ongoing money management or investment advice with ongoing supervision, CAMS maintains limited power of authority over client accounts with respect to securities to be bought and sold and amount of securities to be bought and sold. All buying and selling of securities is explained to clients in detail before an advisory relationship has commenced.

## **Item 17: Voting Client Securities (Proxy Voting)**

CAMS will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

## **Item 18: Financial Information**

### **A. Balance Sheet**

CAMS does not require nor solicit prepayment of more than \$1,200 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

### **B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients**

Neither CAMS nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

### **C. Bankruptcy Petitions in Previous Ten Years**

Neither CAMS nor its management have been the subject of a bankruptcy petition in the last ten years.